

A full-page advertisement for Marlboro cigarettes. The background is a photograph of a cowboy in a red shirt and blue jeans, riding a brown bull. The cowboy is holding the bull's horns. The word "Marlboro" is written in large, red, serif font across the middle of the image.

Marlboro

18 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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